

KEYSTONES

Messrs. Earl Little, Skylor Stevens and John Wright spent Sunday at the Newhall Rodeo.

Miss Ruth Wilson has resumed her duties as nurse in a Los Angeles hospital.

Mr. R. A. Davidson of Figueroa street has sold his place, but thinks Keystone is as good as the best and is buying another home on Lucille street.

A. W. Sims is starting to build a home on Carson street. N. H. Keller has lately completed an addition to his home on Hoover and J. H. Crumrine is starting some substantial improvements on his Figueroa street place.

Persistent rumors that an oil derrick is about to appear in our midst sounds reasonable, and will be extended a hearty welcome. A steady stream of the black gold flowing out of Keystone will add material prosperity to the entire district.

The men of the local C. of C. will tender the ladies of the organization a supper the night of May 6. All unattached ladies of community will do well to be on hand and get pointers for future reference. For the men admit that they are some cooks.

All Keystone members of the Torrance Chamber are urged to bring in one new member before next forum night. One hundred new members in the next ten days is the goal and will give us a membership of 500. Let's go. And don't forget the second quarterly dues will be received for by Wallace Post, Dudley Pottenger or A. F. Thomas.

Nearly 100 Keystoneites have lately joined the "Herald" family. It is this sort of co-operation that encourages the editor to extend his best efforts in giving the community a live news sheet. There ought to be 100 more. Who will be the next?

A. F. Thomas has been appointed chairman of the membership committee for the C. of C. drive for one hundred new members, and he asks the co-operation of all Keystoneites in the drive for 100 new names. Let every man bring in a new member in the next ten days.

Chas. LeBouef and wife have had friends visiting them several days the past week. A visit to Keystone usually means a new resident in a short time. The visiting business had better speed up. Property has more than doubled in the past two years, and there is no limit to what it will do in the next two.

Don't forget that the Fourth District C. of C. meets in Torrance Thursday evening, May 11th. A banquet will be served, starting at 6:30 (\$1.00 per plate). One of the big speakers of the state will be with us, also some of the supervisors, and many things that are of vital interest to this community will be up for discussion. Don't forget.

I. P. Gates made arrangements with the County Supervisors for a hearing Thursday of arguments for the paving of Carson. Every chamber in the Fourth District had men there to help us, and it is hoped that every man in Keystone will work hard for this very important improvement. A few hustlers have this enterprise well started. Let's all get in and help finish it.

One of the General Petroleum Company's large storage reservoirs at Ocean avenue and Harbor Boulevard is about ready for use and the earth work on the second one is about half completed. The two will hold over a million barrels of oil. Each one has a breadth of 400 feet, and the side walls stand about 30 feet in height, an idea of the size of the job can be had from the fact that these reservoirs are concrete lined and roofed over, the roof alone on one side costing \$33,000. We predict that they will be filled with Keystone oil in less than one year.

We have a tentative promise from the Board of Education that Keystone will get a fine eight-room brick school building if the school bonds carry in the June election. Don't forget to register and vote. We had to have another room added this year and we will need at least two more next year. Let's get a good building while the opportunity offers. The paving of Carson avenue will mean a large number of people are going to build homes in this vicinity on acre lots, and Keystone's population will easily double in the next two years.

TORRANCE NEWS

Mrs. Dr. Curzon of Park Terrace is visiting her mother in San Diego.

Mrs. Sam Levy entertained eighteen relatives on Sunday in honor of Mr. Hunter's birthday.

Mr. and Mrs. M. W. Smith and daughters were guests on Sunday of Mrs. Smith's mother in Los Angeles.

Mrs. Walter Fike and son of Long Beach were Sunday guests of Mr. and Mrs. H. E. Prengle of the Torrance Electric Shop.

Mr. and Mrs. Russell Martin of San Diego have returned to Torrance and are gain located in Kern Court.

Mr. and Mrs. R. S. Algeo of Long Beach were guests on Sunday of Mr. and Mrs. J. A. Campbell of Park Terrace.

Mrs. Russell Martin and Mrs. R. S. Mann of Kern Court are spending this week with Mrs. Martin's parents in San Diego.

Mr. and Mrs. F. L. Parks and Miss Zada Hastie were guests of Mr. and Mrs. R. J. Rogers of Anaheim Sunday.

Mr. and Mrs. Hunter-Cota avenue left the first of the week for Idaho. They are making the trip by auto over the inland route. They plan to return in the fall and make Torrance their home.

G. R. Sanderson has sold his home on Hoover and is preparing to return to Oakland, his old home town. We wish him well, but regret his leaving the community.

Two more Keystoneites joined the Torrance Chamber of Commerce a week ago. There ought to be fifty in the next ten days. The larger the membership the better the opportunity we have for getting the improvements we need. Do it now. Today never returns and tomorrow is a long way off.

Mr. I. P. Gates, who for many years has been active in Los Angeles and suburb towns as a contractor and builder, but whose domestic and social interest centers in Keystone, is now devoting his talent and, incidentally, some of his wealth, to the erection of a small, but strictly up to date, Stucco cottage on his property, which corners on Amelia and Dolores streets, one block south of Carson street, and one block east of Harbor Boulevard.

This building is the first of a series of homes which Mr. Gates conditionally proposes to set up on his own and, perhaps, other's property, in the respect of subdividing the same into acres, or even smaller lots. In fact, he has applied his sonsummate experience to the solution of both of the housing and the garden problems; and let us hope that the "builder's itch" with which he is possessed, will remain chronic, and become contagious. His zeal for roads and schools, and in fact, all progressive measures, needs no mention now; and in partically preparing for the inevitable increase in population, he has established a precedent worthy of the president of our local organization.

OIL NOTES

The Ventura Oil Company leased 400 acres just west of Keystone last week, from Dominguez Estate Company. Drilling to start in 120 days.

Reports from adjacent oil fields last week were that Dominguez number one of the Santa Fe lease was standing cemented, and would be drilled out shortly. Indications are that this well will be a good producer.

Torrance number one of the same company is down 3000 feet and showing splendid indications for large production that promises to put Torrance on the map as far as oil is concerned.

The Standard Oil Companies, Torrance Community number one, located one mile west of the High School, has one of the best up-to-date rigs operating in this section. While they have only been drilling about ten days, the speedy work of the crew indicates that they are confident of success and mean to show Torrance what a real oil well looks like.

The Shell Company has about 300 acres leased in Keystone and it is expected the first well will be spudded in soon. Oil men of experience say that this district is similar to the Santa Fe Springs field, where 4000 barrel wells are being put on production.

Merchandizing By Specialists

There is an important point in the position of the jeweler in the mercantile world that we feel is not as fully emphasized as it should be, despite the fact that unconsciously it is realized by the public at large; namely, that the jeweler differs from all other merchants in that he not only sells merchandise to his customers, but with the sale he also gives service of various kinds that no other merchants gives or is expected to give. The man or woman who buys from the jeweler expects not only to get full value of the money paid, but in addition a guarantee of quality, quantity and perfection of workmanship or mechanical construction that is not expected from any one else. The jeweler does give this service, and there is no additional charge for same. We feel that if the consumer fully understands what other merchants will do who handles similar articles that the jeweler carries, and what the jeweler will do after the article is sold, he will know that he is getting better service for his money by buying clocks and watches from the jeweler, especially when the price is the same. Even if the jeweler's price was higher, which is not so, would it not be a better investment? The jeweler guarantees satisfaction from every article sold. In the case of alarm clocks the "House of Parr Values" guarantees each one to give satisfactory service for one year, and we are in a position to back up that guarantee, because that is our business.

And the point is not to be confined alone to watches and clocks or pieces of mechanical construction. The jeweler's service comes with the sale of jewelry, gems and articles of precious metal as well, because here the customer relies upon him and his reputation for a guarantee as to grade and quality. In other words, the customer gets the services of the jeweler as an expert in the selection of articles about which he has, or can have, no personal knowledge. A man or woman buying merchandise ordinarily is perfectly willing to pit his knowledge of quality and value against that of the salesman. He knows (or feels he knows) whether he is getting his money's worth or not. When he buys jewelry, precious metals or gems, however, he is in an entirely different position. The only way he can find the exact quality of any of these articles is to destroy the same. Instead of making such tests he relies wholly on the jeweler's ability to give him what he asks for, and on the latter's reputation to assure him that the quality is right and that any defect in quality or quantity will be made good. In other words, the personal reputation of the "House of Parr Values" is behind every article we sell.

A jeweler always assumes this responsibility, whereas other merchants are not expected to. These general facts are, in a way, known to the public, but their importance has never been emphasized sufficiently to make the consumers realize the same fully, or to make them know that the service which they get in buying from the jeweler has a distinct monetary value to them. Therefore, the "House of Parr Values," Auditorium Blyde, Torrance, submits this article, taken from the Jewelers' Circular Magazine, for publication in the "Torrance Herald," so that the consumers of articles in the jewelry line, but carried also by other merchants, will be reminded of the valuable difference between the amount of service each is able to give.

A GOOD WATCHMAN GONE

One night last week the brown dog owned by J. H. Fess, groceryman, was poisoned by some person or persons, who, in our opinion, must certainly hate to look at themselves in the glass. The dog proved to be a good watchman, always on the job. Several months ago he raised an alarm that brought the night watchman and prevented the store from being robbed. The writer has noticed in recent issues of the News Letter a weekly increased reward of from \$200 to \$400 for the apprehension of a dog-poisoner in Lomita, so that it seems both communities are cursed with such a rotten personality. We hope that since this is "Kindness To Animals Week" in the schools a word may be dropped by some little child that will make him or her feel like taking a little of their own medicine, so that we can feel that we can safely have pets.

P. S.—Don't know whether this will get by the editor or not. At any rate, we feel better for having written it.

SAM LEVY

Torrance Tailor Two Stores

SNAPPY SUITS \$40 Made to Order for Summer HIGH GRADE WORKMANSHIP AND STYLE

SUITS CLEANED AND PRESSED \$1.00 SUITS SPONGED AND PRESSED 50c



Our Shipment of New Straws

Has Just Arrived

\$2.50, \$3.00, \$3.50

See Our Window for a Full Line of MEN'S AND BOYS' FURNISHINGS AND SHOES

We carry the following High Grade Lines of Merchandise

- HOLEPROOF HOSIERY Men's and Women's
- VAN HEUSEN COLLARS
- PALMDAYLE UNION SUITS
- LAWRENCE UNDERWEAR Men's and Women's
- PACKARD SHOES
- McELWAIN SHOES
- CALVENAR SUPER VALUE SUITS



TRADE AT LEVY'S AND LET ONE DOLLAR DO THE WORK OF TWO!

El Prado Block

Torrance

CERTIFICATE OF DOING BUSINESS UNDER A FICTITIOUS NAME.

We, the undersigned, do hereby certify that we are partners transacting business under the firm name and style of Rahm, Getman & Rahm and having our principal place of business in the City of Torrance, County of Los Angeles, State of California; that the name in full of all members are Charles J. Rahm, Benjamin L. Getman and Floyd F. Rahm, and that our residence and post office address is Torrance, California.

In witness whereof we have hereunto set our hands and seals this 25th day of April, 1922.

CHAS. J. RAHM, BENJ. L. GETMAN, FLOYD F. RAHM.

State of California, County of Los Angeles—ss.

On this 25th day of April, A. D. 1922, before me, A. G. Pruitt, Notary Public in and for the said County and State, residing therein, duly commissioned and sworn, personally appeared Charles J. Rahm, Benjamin L. Getman and Floyd F. Rahm, known to me to be the persons whose names are subscribed to the within instrument, and acknowledged to me that they executed the same.

In witness whereof I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

A. G. PRUITT, Notary Public in and for said County and State.

WHAT ARE YOU DOING WITH YOUR CHANCE?

There is some one who is actually doing the thing that you are dreaming of doing—some one who is not better equipped than you are but who has the will to make dreams come true. There is some one not very far from you who would make a big thing out of the chance you are throwing away because you see nothing in it. There are thousands of young men who would think they were "made" if they only had your chance for an education, your chance to make good, where you think there is no chance at all. Are you going to make use of your opportunities or are you going to let them get you from behind?

TUNNEL MEN BREAK WORLD RECORD.

In its race to keep ahead of the demand for electric power in California, the Southern California Edison Company is constantly breaking records. A report of the most recent accomplishment has just been received from the Big Creek headquarters of the company, where 3500 men are engaged in harnessing the waters of the San Joaquin for the use of our rapidly growing industries. In thirty days a crew of miners drove a section of tunnel 21 feet square a total distance of 476 feet through solid granite. A standard of twelve feet daily had been set by the company but this was raised to fifteen feet, an increase of twenty-five per cent, by the men themselves. This was accomplished in a section of a tunnel whose length when complete will be 30,000 feet and will serve to carry practically the entire flow of the San Joaquin river from its junction with Big Creek to the site of power house No. 3, where it will be utilized.

When one of the men was asked why such a record was made, he replied: "Well, they need the power down yonder as soon as they can get it, and then, we're all partners in the company, and that makes a difference."

As soon as road work can be completed the tunnel done from eight headings and the project will be ready for service early in 1923.

Construction work in the Big Creek country goes on twenty-four hours a day. In the tunnels the first crew to enter spends its time in drilling holes to a depth of 18 feet. These are filled with dynamite and fired by electricity.

Electric ventilators soon withdraw the smoke from the shaft and then a steam shovel is advanced to remove the "muck" as it is termed. This is dumped into small cars which are then hauled out by means of electric locomotives.

There will be an aggregate of seventy-five miles of tunnels when the Big Creek project is fully completed.

Separated from civilization by a snow-clad mountain range of 10,000 feet altitude, several hundred miners located at the upper end of the project have been storm-

TORRANCE NEWS

Dr. Julia Woodruff, Grand Associate Matron of the Amaranth, with Mrs. Gladheart of Los Angeles, spent Friday with Mrs. J. A. Bechtenthal of Park Terrace.

Smith & Prengle of the Torrance Electric Shop are wiring the home of Mr. and Mrs. Bebe on Pennsylvania, Lomita.

TELL US NOW.

If with pleasure you are viewing Any work that we are doing, If you like us—you're with us— Tell us now!

Don't withhold your approbation, Chuck the dismal, dark oration, Let us know your real opinion! Tell us now!

Have we carried out your wishes For a bigger better paper? If we've done it—if we haven't— Tell us now!

Don't be kicking at the workers, Or wasting time among the shirkers, But be honest with our verdict— Tell us now!

Will you lend your hand in friendship, And your efforts to your paper? If you like us—if you're with us— Tell us now!

Don't stand back and say you're wise, Please don't simply criticise, But come on and say you're loyal— Tell us now!

—Exchange.

bound for the winter. Their only communication with the outside world is by radio, mail and such light supplies as can be carried in by Alaskan dog teams.

In order that these men might have plenty to eat during the winter, the following supplies were hauled in last fall before the first storms: 11,000 pounds butter, 12,000 pounds coffee, 100,000 pounds flour, 173,000 pounds potatoes, 20,000 pounds ham, 10,000 pounds bacon, 80,000 pounds beef, 66,000 pounds sugar, and 1,000,000 eggs. For their mining operations they were supplied with 640,000 pounds of dynamite, 78,000 pounds of drill steel, 630,000 pounds of coals, and 600,000 pounds of coke.